Harness Technology to Promote U.S. Culture in Southwest China



Project Title	Harness Technology to Promote U.S. Culture in Southwest China			
Summary	Seeking energetic and proactive student to use their research, storytelling and graphic design skills to create presentations and social media to communicate U.S. culture and foreign policy priorities.			
Country	China			

Project Description

The U.S. Consulate General in Chengdu, China uses social media and in-person, audio-visual, and virtual presentations to tell our story and advance our foreign policy goals. The ideal intern would use their storytelling and graphic design skills to work with the Public Affairs Section (PAS) to create presentations and social media posts to reach both in-person and virtual Chinese audiences in support of foreign policy goals promoting fundamental freedoms and American values, including advancing economic freedom and protecting individual and collective rights for groups such as women and minorities. Your supervisor is open to ideas and will happily brainstorm new projects.

Every year, the Consulate organizes a series of speaker programs with public presentations and discussions by Embassy and Consulate officers, State Department exchange participants, and local and virtual contacts with expertise on a wide variety of topics. Virtual Interns may work with Consulate staff to plan and strategize on topics and help speakers prepare presentations and research materials in the form of historical background, videos, and photos for these presentations, as well as working with the Consulate to promote the events.

U.S. Consulate General Chengdu's social media accounts are another key gateway for telling America's story. We have a small Public Affairs team that covers a large and interesting geographical area of 175 million people across Southwest China. If you are selected, you will work closely with our team to design social media campaigns and explore new outreach tools, developing public-facing content for both short- and long-term campaigns.

We will communicate with interns through regularly scheduled teleconference calls, emails, and online document collaboration through cloud-based applications. Occasionally, Virtual Interns may participate in public diplomacy team meetings through teleconferencing to gain a more holistic understanding of how specific projects contribute to the larger goals of the Public Affairs Section.

Successful candidates would need to familiarize themselves with China and Chinese social media. Desired skills include copywriting, photo editing, basic design, basic analysis of metrics, creative thinking, and excellent judgment. Awareness of current State Department priorities and campaigns is preferred but not required. As needed, interns will work on special projects relating to American history, policy, music, education, and art. At times, Chengdu's Virtual Interns may also be asked to help with audio and video transcription and drafting

proposals. Due to the virtual nature of the position, ability to work independently, responsiveness to emails, and adherence to deadlines is essential. Knowledge of Mandarin would be welcome and helpful, but not required.

Required Skills or Interests

Skill(s)
Cultural diplomacy
Data analysis
Editing and proofreading
Marketing
Research
Social media management
Storytelling/blogging/vlogging
Writing

Additional Information

Through this internship, the selected candidate will gain experience in the State Department's public diplomacy work with foreign audiences and will leave with a better understanding of the U.S. Foreign Service, its organizational culture, and U.S. foreign policy priorities.

Language Requirements

Language	Speaking	Proficiency	Reading	Proficiency	Importance
Chinese-Mandarin	Elementary p	proficiency	Elementary	proficiency	Nice to Have